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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of

Donald J. Hejna, Jr.

Serial No.: 09/398,612

Filed: September 16, 1999

For: Method and Apparatus to
Determine and Use Audience
Affinity and Aptitude

Group Art Unit: 2641

Examiner: A. Armstrong

Date: September 20, 2002

CERTIFICATE OF MAILING BY EXPRESS MAIL

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PRELIMINARY AMENDMENT

Technology Center 2600

IN THE CLAIMS:

Amend Claim 1 as follows:

B1 597

1. (Amended) A method for inferring audience affinity or aptitude with regard to content or properties of portions of a media work which comprises:
- presenting the media work to an audience;
 - obtaining user input regarding presentation rates for the portions of the media work;